



# Downtown National City Smart Growth Request for Proposals



# Request for Proposals



**We are seeking qualified development teams with the vision, resources and expertise to acquire and promptly develop one or both of the City-owned properties as a mixed-use development.**

- **Project design concepts**
- **Initial framework outlining the community benefits**
- **Financing strategies**
- **Evidence of financing capacity**



# Request for Proposals

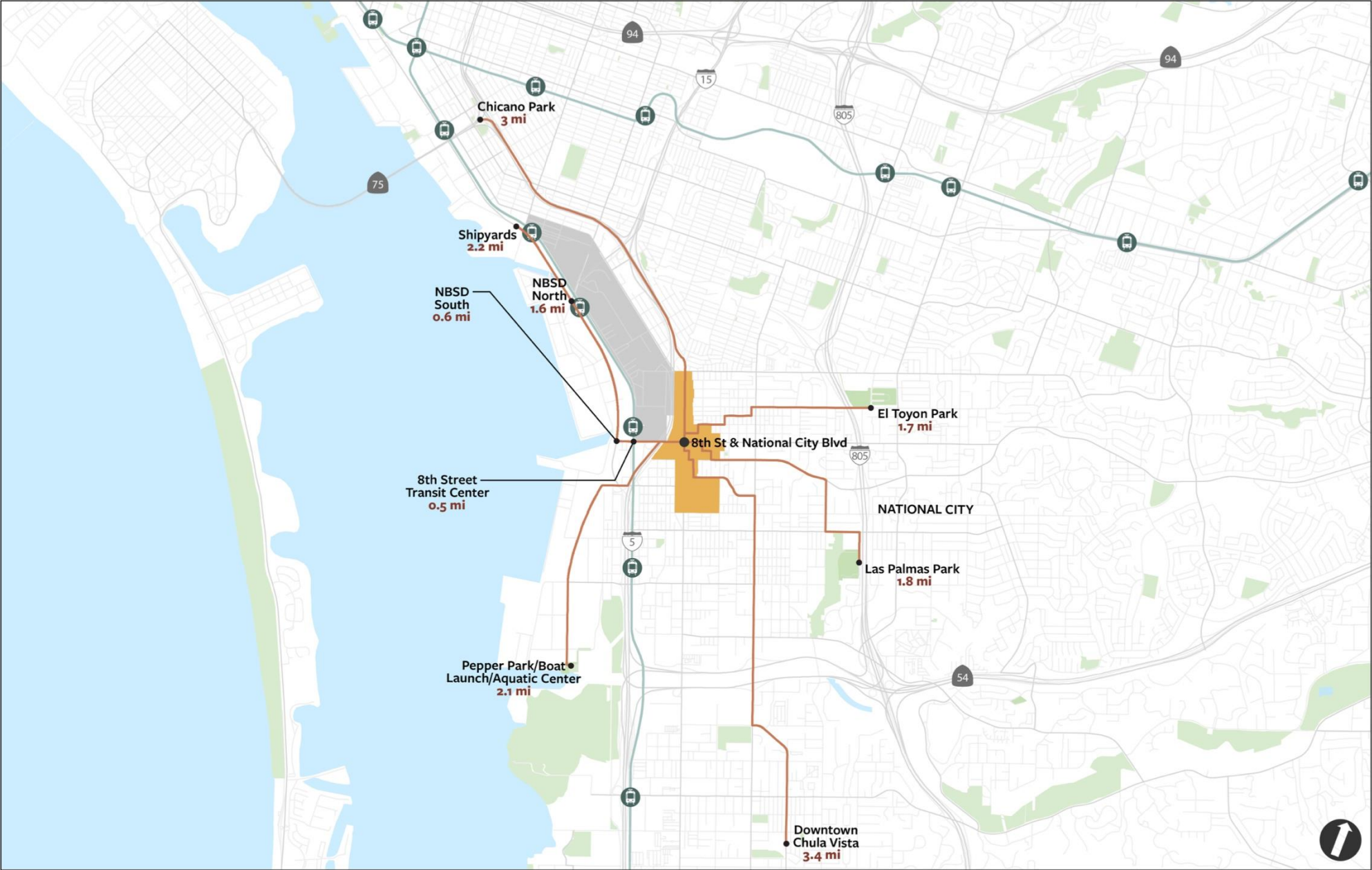
## NATIONAL CITY

RFP for an urban neighborhood of San Diego





# National City Location Context



# National City Location Context





# Parcel Context





# Site 1 - 130 E 8<sup>th</sup> Street - 28,750 sf - Limits/Zones Negotiable



Topic	Zone 9	Zone 10
FAR	5 to 1 (2.5 min.)	3 to 1
Max. Height	90'	75' (currently 35')
Permitted Uses	Mixed Use- Main St. retail focus	Mixed Use- Neighborhood Focus
Retail Requirements	8 <sup>th</sup> & "B" Avenue first floors	Can be flex space retail with initial community / tenant uses or office
Parking Required	1, 1.2, 1.4 per 1, 2, and 3 bedrooms. (proposed at 1.3 and 1.5 per 1 and 2+ bedrooms with bonus allowing down to .75)	1, 1.2, 1.4 per 1, 2, and 3 bedrooms. (proposed at 1.3 and 1.5 per 1 and 2+ bedrooms with bonus allowing down to .75)
Parking Assumptions	Max. 2 above / 2 below structured or tuck under. Below grade allowed under walkways / alleyways	Max. 2 above / 2 below structured or tuck under. Below grade allowed under walkways / alleyways
Parking Design	Prefer retail wrap towards 8 <sup>th</sup> and B. Alley side can be exposed.	Prefer 2-4 story townhome or residential scaled wrap on 9 <sup>th</sup>
Units per Acre	75 per acre (proposed to drop unit per acre restriction in new plan)	30 per acre (proposed to drop unit per acre restriction in new plan)
Urban Design	Retail activation & stepbacks above 30' along 8 <sup>th</sup> for main street feel	Height transitions from 4 to 3 to 2 at the corner of 9 <sup>th</sup> and B
Adaptive Reuse	If 25% of storefront is renovated, density transfer to zone 10 allowed	No structures exist



# Site 1 – 130 E 8<sup>th</sup> Street





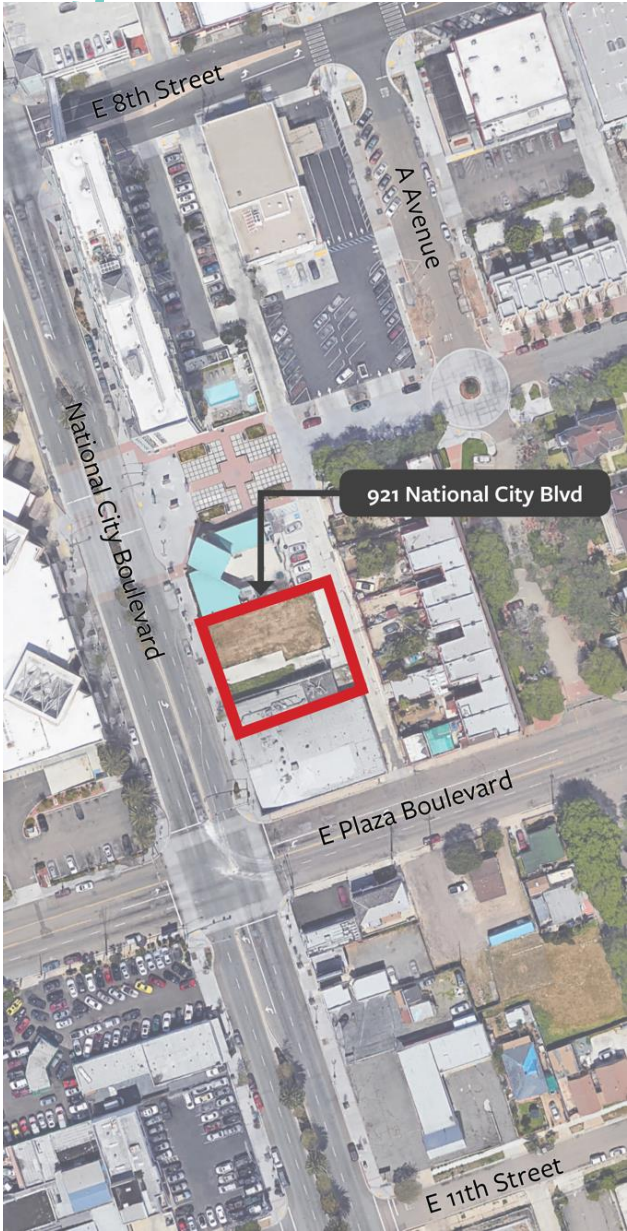
# Site 1 - 130 E 8<sup>th</sup> Street





# Site 2 – 921 National City Boulevard – 11,900 sf – Limits/Zones

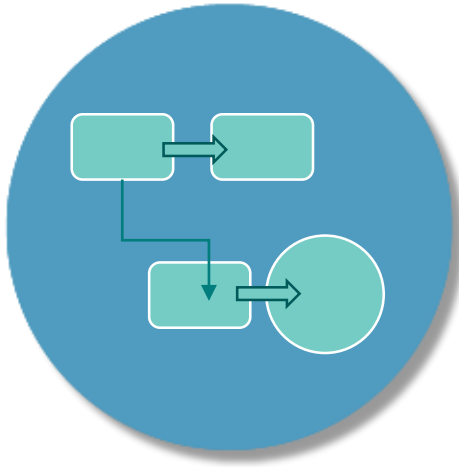
Negotiable



Topic	Zone 5b
Floor Area Ratio	4 to 1 (2 min.)
Max. Height	90'
Permitted Uses	Mixed Use- Main St. retail focus
Retail Requirements	National City Blvd.
Parking Required	1, 1.2, 1.4 per 1, 2, and 3 bedrooms. (proposed at 1.3 and 1.5 per 1 and 2+ bedrooms with bonus allowing down to .75)
Parking Assumptions	Max. 2 above / 2 below structured or tuck under. Below grade allowed under walkways / alleyways
Parking Design	Required retail wrap towards National City Blvd. Alley side can be exposed.
Units per Acre	No restriction
Urban Design	Retail activation & stepbacks above 30' along National City Blvd. for main street feel



# Consistency Review



- Application
- Project Development Findings
- Land Use Regulations and Development Standards
- Environmental Review – Consistency with Program EIR
- Consistency Report
- Notice of Public Hearing
- City Council Action



# Purchase of Land Process



- Obtain an appraisal
- Establish the price & development intentions
- Sign compensation agreement
- Obtain Building Permit before close of escrow

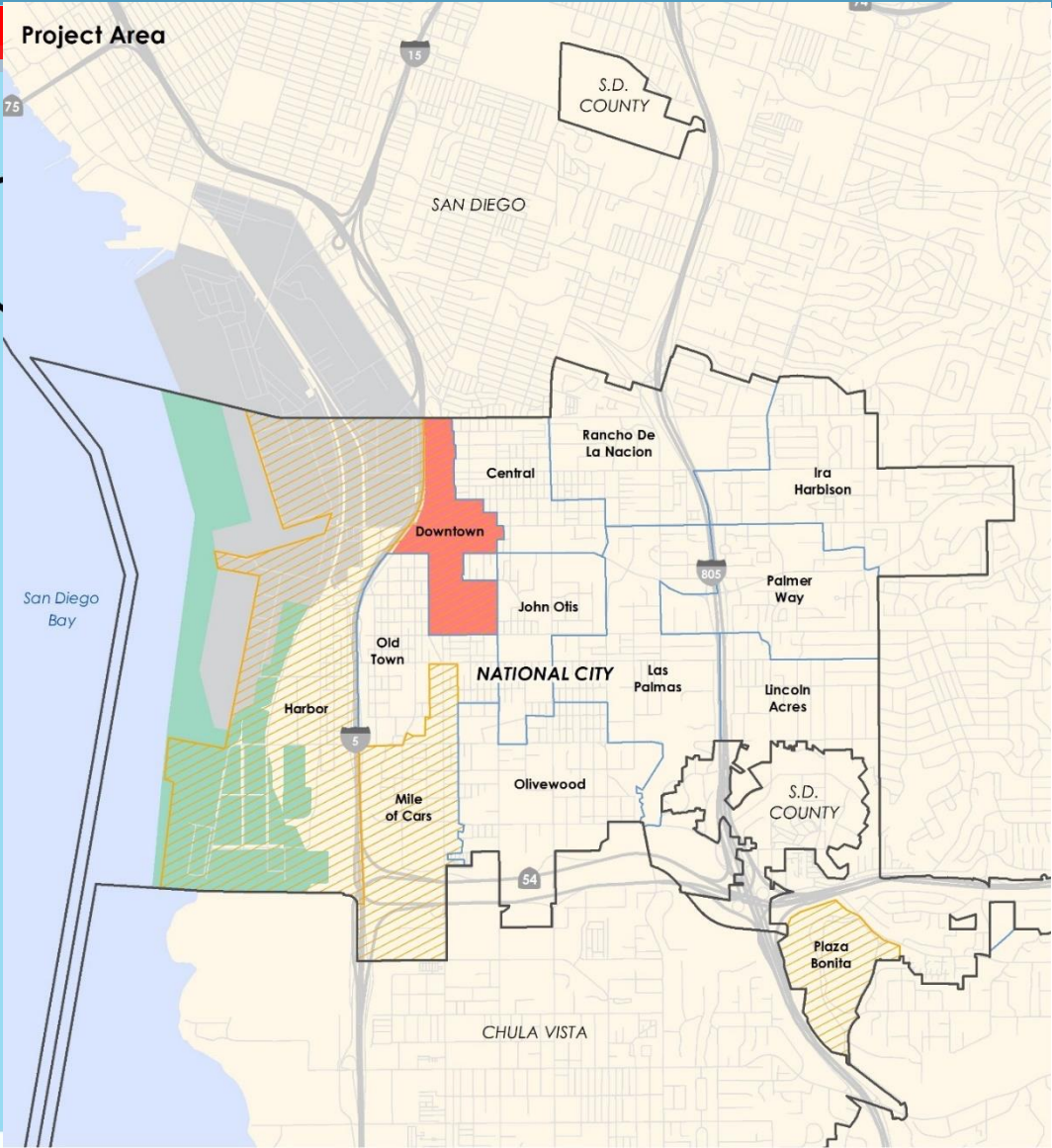
# Downtown Specific Plan Update Purpose and Funding

SANDAG has provided Smart Growth funding to National City for updating the Downtown Specific Plan. Funding is intended to encourage innovative planning and parking policies that support smart growth in this transit supported district. With SANDAG and Caltrans as funding partners, National City has invested \$20 million in public improvements to encourage private investments that will result in improved quality of life, economic stability, mobility options, housing choices and job creation in National City.

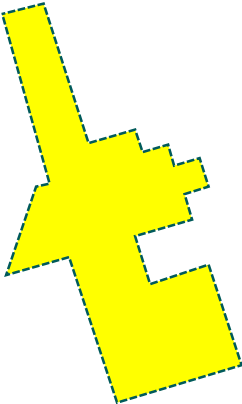
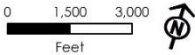




# Downtown Specific Plan Study Area



- City District
- City Neighborhood
- DTSP Boundary
- Naval Base San Diego
- Port of San Diego
- Municipal Boundary





## Economic Investment Objectives

- Encourage investment in downtown, provide value & encourage partnerships between land owners, developers, businesses & residents
- Coordinate with the Navy, colleges & other institutions to create a more vibrant downtown by encouraging more persons to live & shop in downtown
- Adjust zoning, land uses and development regulations to increase opportunities for the redevelopment parcels as well as other downtown parcels





## Land Use and Urban Design Objectives

- Update land use and zoning to better accommodate the previously adopted allowance of 5,200 additional residential units
- Concentrate density closer to I-5, and on lower volume roadways close to the trolley station
- Adopt a process for density transfer if public amenities or unique buildings are reused
- Create consistency with state laws density bonus applied to transit areas



## Parking, Mobility and Access Objectives

- Create a flexible parking management plan that encourages innovation, recognizes trends, builds partnerships, assures feasibility & provides increased management to limit parking impacts
- Identify where connections can be improved to transit and encourage more intensive uses closer to high quality transit & freeway options
- Improve biking and walking facilities as well as the mixture of local land uses that could help to lower trips and Vehicular Miles Traveled (VMT)
- Bring the plan into conformance with new Green House Gas (GHG) emission standards and VMT



# Proposed Parking Management Plan Recommendations

Short Term	Mid Term	Long Term
Review enforcement program & ensure consistent enforcement	Expand residential permit zones	Establish a downtown parking benefit district
Invest in enforcement technology	Implement active monitoring	Add parking availability signage
Implement online permit management system	Transition to digital permitting	Establish In-lieu fees
Begin Converting parallel parking to angled parking	Complete angled parking conversion	Plan infrastructure for autonomous vehicles
Review restrictions & fines	Integrate parking updates into budget	Invest revenue into parking & transportation improvements
Establish parking bonus system for off-street parking/shared parking	Consider implementing paid parking	Implement downtown shuttle system & add multi-use path
Review and adjust time-restricted parking zones & demand pricing	Expand time-restricted parking zones	Re-evaluate parking bonus system for off-street parking

# Downtown Specific Plan Update Recommendations



- Overall the adopted plan is still relevant & most items will remain the same including the 5,500 unit cap (now 5,200) and the focus on mixed land uses and transitions to neighborhoods
- Defined heights for the no-height specified zones (1A, 1B, 6 & 7)
- Increased the height for three zones (5A, 8 & 10)
- Split / added 1 zone (17) near the freeway ramps for more intensive uses
- Suggested a shuttle, multi-use trail & parking plan for Roosevelt
- Suggested an adaptive reuse plan for some main street buildings with development density transfer rights in order to preserve character
- Defined mixed use zones with different focuses (neighborhood, visitor, main street retail, & general commercial) and suggested the use of citywide definitions of land uses to remove conformance



# Schedule

- Written Questions: ***April 10***
- Responses Due: ***May 8 by 4:30pm***
- Evaluation Panel and Interviews: ***May***
- Adoption Process (City Council for Specific Plan & Redevelopment Partners): ***Summer 2017***